

Growing in Lake Park

*Village of Lake Park
Economic Development Commission
Meeting Minutes:
Tuesday, July 21, 2016
Lake Park Community Center*

*Attendees: Kristen Bowman, Sandy Coughlin, Doug Lucas, Sharon Williams, Brett Medlin
Guests: None*

Call to order & Prayer: Sandy called the meeting to order at 6:32 pm and Sharon offered a prayer.

Minutes, Announcements & Finance: Kristen made a motion to accept the minutes of the June 28, 2016 meeting, Doug seconded. Passed 4-0. 2015-16 budget balance of June 30 was \$1863.78 with a pending web development expense of \$200.

Public Comment: None.

Agenda Change: None.

Council Comment: The July *Lake Park Villager* is now available.

Commissioner Update: Sharon asked if the EDC can influence the Town Center management owners to make needed repairs to faded and damaged awnings, clean exterior windows or other neglected maintenance. Under discussion the point was raised to address the management company and copy the owners, proposing 30 days to remedy. Options to contact the owners directly, supply photographs, get leasee petition signatures were discussed and tabled to reconsider if the management company fails to bring the building to community standards. Brett suggested that the lost income estimate be included in the letter.

Old Business:

A. Commercial Enhancements: No July activity.

B. Town Center Leasing Update: Jamie Cox has an idea for an art studio for 3128 Creft (now vacant)

C. mylakeparknc.com commercial website: As discussed at the June 28 meeting, Kristen is championing the transition and updates when James Smetana's work is completed. He has given Sandy and Kristen administrator access and set up a file for their access to the available content material and photos he has taken.

- a. Kristen will have reviewed the site by July 28. Doug, Sharon, Brett and Sandy will view the site on July 29 and email their impressions to kristen.m.bowen@gmail.com by August 5. Sandy expects to receive James' invoice this week.
- b. Sandy emailed a request on July 18 asking James to arrange transfer of the domain name ownership over to the EDC now, and not wait until it expires in 2018.
- c. Sandy reminded that we are appointed by Council or elected at the pleasure of the voters and must consider how permanent programs (like the website) would be perpetuated if anything may happen to prevent James or one of us being available.

New Business:

A. Promotions: Commissioners discussed presenting the final Appreciation Certificates by individual visits with each church, business and school contact, or at a workshop. Doug said the certificates could be an incentive to attend a workshop and encouraged the commissioners to set up an educational event to enrich the professional community. Brett asked that the certificates still be given out to organizations if they could not attend.

a. After discussing the logistics for a 2016-2017 event, it was agreed that the commissioners would bring specific presenter contacts to the August 18 meetingⁱ.

b. August set up will give the EDC time to prepare and promote for an October event.

c. Kristen suggested that if the EDC had to schedule a workshop after the holidays that the EDC still plan something for the professional community this fall. Either way, the invitations need to be appealing and presented in a memorable way.

d. Presenter fees vary widely. Some do it without a fee in order to network with the professional contacts at the workshop. If no fee is requested, we have given a gas card or certificate to local restaurant. Most fees are a few hundred dollars. Out of all 9 workshops the EDC has offered, only one presenter (from the Employers Assn) charged over \$1000 but it was a 3 hour presentation with individualized and licensed testing materials.

B. Decorative Directional Signs:

a. Sandy gave sign photos from the original RFP to each commissioner to check the status of their assigned locations and content. That identification is to enable the commissioners to quickly identify their signs, photograph, and relate the condition to Sandy by August 15. Sandy will base their reports on an update with Banner if the work is not complete. Bring the photo sheets to the August 18 meeting.

i. Phase I has been paid, but we do not want to pay for Phase II until we are certain that all the planned work is complete per the notations on each photo.

ii. Banner is expect to complete the work this summer.

Communication: Email or phone news items to Sandy before August 12 *Villager* deadline. The issue can be on www.lakeparknc.gov and in homes by 8/23.

Next Meetings: Thursday, August 18, 2016 at Community Center/Town Hall.

Agenda Items:

1. Mylakeparknc.com
2. Signage Progress
3. Plans for Workshop

Thursday, September 15, 2016 at Community Center/Town Hall.

Adjournment: Doug made the motion, Sharon seconded to adjourn at 8:05pm. Passed 4-0.

ⁱ Presenter contact information (name, email, phone, mailing address), specific availability in October, topic content and fee if required.